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AUTHOR Martin, R. D.
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ABSTRACT

An educator's report on his observations which occurred during a five-month tour of interviews is presented. Numerous states, universities, and foreign countries were covered in the tour. The specific nature of these comments concerns the educational extension activities of the places visited. (CK)

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(R.D. Martin - sabbatic)

HIGHLIGHTS OF OFF-CAMPUS INTERVIEWS DURING SABBATICAL LEAVE

October 1, 1971 - March 31, 1972

Obviously, this report does not include all my observations, nor does it go into minute detail on the points mentioned. Likewise, no attempt has been made to pass judgment on what was seen. A far more intensive study would be necessary in order to make an objective evaluation.

Rather, it has been my aim to briefly summarize the highlights that may have relevance to my assignment. More detailed notes are available to anyone interested.

Washington, D.C. - This is a composite of comments made by nine individuals in the Information Service.

1. A close working relationship between information and subject matter staff is vital.
2. Provided they are kept under reasonable control, what Extension needs is more of the truly innovative agent.
3. Too often, we overlook the good county agent as a source of Information Staff replacement.
4. In terms of Extension's image, we have overkilled in telling people how valuable we are. Now, let's concentrate on telling and showing our public officials that we are doing something valuable.
5. Let's spend more time evaluating our failures. We are inclined to dwell too much on our successes.
6. In 1968 West Virginia put its entire staff (State and field) through a 3-week sensitivity training program handled by the National Training Laboratory of Bethel, Maine.
7. Too often, in our communication training programs, we stop with the "nuts and bolts" presentation and overlook the importance of a systematic follow-up program for critiquing news articles, direct mail pieces, radio programs, etc.
8. One of our biggest needs in the area of written communication is to put things in simple terms.
9. The audio cassette newsletter offers distinct advantages, especially in terms of feedback.
10. No state should look at a tele-lecture network as a cure-all for their communication needs. First, we must carefully think through its potential use as related to our program needs.
11. Computerized instruction has real possibilities in concentrated agricultural areas.
12. Learned of Kansas State's proposal for a research project involving the use of video cassette. We should follow up on it.
13. Although innovations in the field of electronic media obviously mean a loss of personal contact, the problem is not as serious as most people think because of the more thorough (if the job is done well) preparation required.

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Michigan State University:

1. Extension Service secretaries are heavily involved in their communication training program. This includes a monthly newsletter and visual training workshops. In addition, some training has been done with them in the area of managerial skills.
2. A full time public relations man has been employed to work with the Director of Research and Cooperative Extension. Their theory is that doing a good job without a P.R. program is like winking at a girl in the dark.
3. Agents are required to attend in-service training programs even though the counties pay the bill.
4. Interpersonal communication receives major emphasis during the in-service training programs.
5. An annual "Open House" program in being instituted, sponsored jointly by Research and Extension. I was privileged to attend this program designed to acquaint campus personnel from all colleges with the work of the College of Agriculture. It included an excellent slide presentation, followed by a choice of tours of campus facilities and projects. Although the program was attended largely by College of Agriculture staff, it was deemed a success and will be continued.
6. Their outstanding Instructional Media Center would be the envy of many at Cornell. Unfortunately, it does not serve Extension.
7. Budget personnel and key legislators are brought to the campus annually for a tour of Extension facilities.
8. Eighty of their 83 counties are now under a County Director.
9. Graduate student from Australia is doing his Ph.D. thesis on internal communication between the field and supervisory staff.

University of Minnesota:

1. Communication training is a "command performance" for field staff even though the counties pay the entire bill.
2. An extensive tele-lecture set-up is in operation.
3. In the area of 4-H, an "Ambassador Program" is in operation involving older youth being trained to give talks before civic groups. Also, they are developing a communication project for 4-H.
4. Applied research is underway toward understanding Extension's audience as a pre-requisite to developing new programs.
5. Plans are underway to bring County Boards of Directors to the campus to become acquainted with personnel and facilities.
6. Answering services in the areas of consumer information and horticulture are extremely popular in the Twin City area.
7. A four unit (speaking-writing-reading-listening) training program sponsored by the Dept. of Rhetoric has been well received in the urban and suburban areas.
8. A horticultural training program is being developed specifically for Garden Center personnel.

(Minnesota continued)

9. A self instruction unit on slide preparation is now available, and a similar one is planned on public speaking.
10. Training programs in visuals and effective speaking are being designed for para-professionals.
11. The Dept. of Information has created a full time research position to study Extension's audiences in terms of their knowledge, needs, sources of information, etc., as a basis for improving their publications and making overall program changes.

Iowa State University:

1. Program is being initiated to place part time area information people out in the State.
2. Members of the Information Staff are assigned to specific subject matter areas as an aid toward integrating their communication program. One person is assigned to each of the following areas: Animal Science, (including Vet. Medicine), Plant Science, 4-H, Home Economics, Community Resource Development, and Farm Management.
3. A full time communication specialist is working with the Expanded Nutrition Program.
4. An "audio-cassette newsletter" is being developed for use in the ENEP training program.
5. Emphasis is being placed on the "case study" approach as a follow-up to their regular communication training program.
6. Short course for chefs from throughout the State is being sponsored jointly by the Meats Dept. and Home Economics specialists.
7. An "Independent Study Program" for women's groups has proven very successful as an image builder for Extension.
8. Have developed a programmed instruction unit on "Feature Writing."
9. County staff secretaries are invited to participate in visual training programs for agents.
10. The use of ENEP personnel photographs in all service letters has proven effective as an identification tool and image builder.

University of Nebraska:

1. Moving toward Area Information Specialists.
2. Have a program on "Communicating our Image to Others" that is used in agent training.
3. Statewide "Consumer Week" during which county offices publicize Cooperative Extension.
4. They are looking for a full time P.R. man to work with Extension. However, he will have the title of "Editor."

(Nebraska continued)

5. Their College Extension Directory specifically spells out the responsibilities of each specialist.
6. The "Backyard Farmer" television program has been extremely successful as an image builder for Extension.
7. They are exploring the idea of expanding the use of their excellent two-way radio hookup to include in-service training.
8. Recognizing the need for a specialist to teach "communicating with the low income."
9. Every four years they sponsor a training school in bulletin preparation for college staff.
10. Agents are allowed a maximum of 10 days in-service training per year.
11. Proposal has been submitted to develop a programmed instruction mini-course on lettering to be put on video tape.
12. Rather than separate Division Committees at the county level, they have only one committee of lay people.

Colorado State University:

1. All programs, subject matter and training, are initiated at the county level.
2. Director meets twice each year with an eight person Agent Advisory Council. This has proven to be a very strong link with the field.
3. Each county has a Colorado State Univ. Council which is instigated by the agent. Councils come to the campus annually for a 2-day conference to become familiar with personnel and resources.
4. Have only a 2.8 man equivalent working on Extension Information, yet one of these men spends nearly one-third of his time on public relations.
5. Para-professionals were invited to their last annual agents' conference. While in many ways this was successful, they are now exploring the idea of a State Association of Para-Professionals.
6. Director favors only one State Assoc. of Agents.
7. As part of their ENEP program they have a publication called "Living" which concentrates on success stories. This same idea may be expanded to include the entire Extension program.
8. They have a loose leaf notebook called "Service in Action" which is divided into subject matter areas. Agents use the material as a handy reference and in preparing news releases. Advantage seems to be the ease with which it can be kept up to date.
9. They have found that rural areas like the big bulletin, while the urban areas definitely prefer the leaflet or pamphlet.
10. Have a rather unique and very usable instant telephone hookup with all radio stations in the State. Has proven most effective in emergency situations.

University of California (Berkeley & Davis):

1. Feel that their internal communication has been strengthened by monthly staff meetings involving administration and specialists.
2. Although size of staff has cut it back, they still have a program whereby Information Staff personnel have responsibilities in working closely with program units.
3. Much emphasis is being placed on improved methods of reaching their urban clientele on environmental issues. This involves a full time information man, expansion of their electronic telephone answering service ("Dial a Bug Program"), a special training program for the small retailer handling pesticides, a packaged horticultural program for garden clubs, and a similar one to be placed in the public libraries.
4. Considerable public relations work is done through their "Agricultural Equipment Days" which are extremely popular events in California.
5. They have an excellent set of "Communication Training Letters" for regular distribution to the field staff.
6. They consider their communication training programs for county office secretaries to be one of their most worthwhile efforts.
7. Have 8 "public service farm advisors" working with utility companies and other public agencies, primarily in the urban areas.
8. Have programmed instruction unit on "Organizing a 4-H Club" for use by local leaders.
9. Their service letters were particularily interesting in two respects. First was a striking emphasis on interesting and unusual letterheads. Second was the fact that many of the agents were signing their letters with only their first name or, in some cases, their nickname. On inquiring, I was told that Washington had given them permission. Should we not pursue this idea from a P.R. standpoint with certain of our releases?

Hawaii:

1. Strongly support the idea of sensitivity training involving both administrative and field staff. Feel it would be especially helpful in developing our inner city 4-H program.
2. Suggested the "Q Training" technique as a useful tool in dealing with such topics as "the ideal County Agent", the "role of the supervisor", and "reaction to Extension's moving into new program areas."
3. There is need for a communication training program to teach home economics agents how to communicate with the para-professional.
4. They consider the greatest need in a communication training program for Extension Faculty is to place emphasis on "getting the audience ready for the message they are to receive."

(Hawaii continued)

5. Have a full time Educational Communication Specialist working with ENEP. She has done an outstanding job in: developing slide sets for legislators, service clubs, and new aides; improvising simple but effective P.R. gimmicks for the aides; and in sponsoring AV workshops for the aides. She has even had special workshops on lesson planning and setting up instructional objectives.
6. Have sponsored a series of very effective Communication workshops for their young people centered around the theme of "Improving the 4-H Image." Emphasis was on the use of posters, radio and the newspaper.
7. Saw another excellent Instructional Resource Center. Made me more completely aware of how far behind we are at Cornell in this respect.
8. Have recently hired an information specialist with full time P.R. responsibilities.
9. Strong support for the idea of breaking down and simplifying our Extension publications.
10. Saw evidence of the potentiality of children's TV programs in promoting environmental quality. They received one week's free publicity on a tree planting bulletin. The response was outstanding.

New Zealand:

1. Although they have no Dept. of Communication at any college or university, I saw good evidence that an advisor (agent) with a flair for effective communication can be trained to handle a very adequate teaching program in this area. Several such individuals are now serving as Information Specialists.throughout the country.
2. As a means of creating an interchange of ideas, each Regional Director of Extension is required to spend one week each year in studying programs at another region.
3. Strong support for putting the initiation of program and training ideas in the hands of the field staff.
4. Great advocates of the "Discussion Group" technique as a means of reaching their farmers.
5. Strong subsidy program ($300) for Extension majors during their 4th year in college after which they are bonded for one year.
6. Make use of a loose leaf "Technical Handbook" for their specialists and advisors (similar to the one used by Colorado).
7. Exploring the use of programmed instruction units for keeping their field veterinarians up-to-date on new developments.
8. Dr. Elliott, supervising veterinarian, suggested we explore the "American Management Association Center for Planning and Development" at Hamilton, N.Y. as a possible source of in-service training material.

(New Zealand continued)

9. As an aid to their farm advisor replacement program, each advisor going back for graduate work has a definite responsibility to do recruitment work among the undergraduates. Likewise, they have an organized program whereby advisors promote Extension as a career among high school students.
10. Obtained copy of an interesting and rather unique pyramid type gimmick used in promoting the poultry specialist.
11. They will soon be releasing a bulletin on "How to Prepare and Use Speech Notes."

Australia: (Victoria)

1. As in New Zealand, the "Discussion Group" is one of the chief methods of reaching the farmers.
2. They place a big emphasis on the traditional "Field Day." (10-12 annually)
3. Major emphasis in their communication training program is on the "audience."
4. Have produced a series of eight 15-minute promotional films depicting the various phases of Extension work as a career. Have been very successful in high school "Career Day" programs.
5. Programmed instruction is receiving a big push, both in subject matter and communication training. A very promising unit is being developed on newswriting and feature writing. Also saw unit on "Making More Profit on Dairy Farms" and another on "Development and Evaluation of Carrel Learning with an Agricultural Subject and Agricultural Audience."
6. Have instituted a program of advanced courses in communication as a follow-up to basic ones.
7. Weekly news packet goes to all 160 newspapers.
8. Television work is primarily limited to the one minute spots.
9. Weekly radio packet has one piece specifically aimed at the urban audience.
10. Great emphasis on the importance of face to face communication within the Extension organization.
11. Have an excellent one year course for selected group of advisors concentrating on the areas of economics, communication, sociology and education.
12. From the standpoint of image, it was suggested that a title implying the idea of "Commercial Services or Educational Work with People" might have more appeal to undergraduates than would a "major in Extension."
13. One of their very successful Regional Officers is thoroughly convinced that their best Extension job can be done through an effective use of the newspaper. However, an advisor must first be properly oriented and convinced that writing a news article is not just "another chore."

Australia: (Canberra)

1. Suggestion made that perhaps one of the most urgent needs is for a strong communication training program for administrative staff.
2. Emphasis in field staff training should be in the area of educational methods.
3. Suggested that perhaps Extension should pattern their training program along the line of the individual and his responsibility as is done in industry.

Australia: (New South Wales)

1. Exploring the idea of running subject matter programmed instruction units in the newspaper.
2. Great emphasis on program ideas originating in the field.
3. Use "Regional Field Publicity Officers" who are actually communication specialists. Consider that one of their most important functions is to make the Extension Officer known throughout the area. One of their most significant efforts in this respect is an annual newspaper supplement, locally oriented with photos, testimonials, and pictures together with responsibilities of the entire staff. It has proven to be an excellent image builder.
4. All members of the field staff are being equipped with the "Phillips Pocket Memo," a cassette tape recorder.
5. Recruitment program involves paying undergraduates expenses for fees and books, together with a living allowance. In turn, the student works for Extension during holidays and is bonded for a five year period after graduation. This bond may be paid off if he chooses not to stay with Extension.
6. Definite trend away from the large bulletin and toward the pamphlet and leaflet.
7. Very effective liasion (two meetings per year) between agri-business, research and Extension in establishing policy on crop varieties, fertilizers, pesticides etc. Close adherence to the policy once it is established.
8. Very practical "nuts and bolts" approach in regard to the audio-visual training program. Big push on making the agents creative. In a 3-day program (be it photography, overheads, radio, or television) they do it in three phases: doing an advanced assignment; bringing it in for group criticism; then going out and improving it).

Japan:

1. Each of the 47 prefectures has a communication training officer, called an Extension Activities Officer.
2. The personal farm visit ranks as the most important media, followed by the group meeting and the demonstration farm.
3. Video tape is rapidly replacing radio.
4. Kyoto University offers a special 6-12 months training program for Farm Management Specialists who, in turn, go back to train the Farm Advisors.

Taiwan:

1. Saw an outstanding agricultural display at the National Exhibition Hall located at National Taiwan University. On a much smaller scale, similar displays were seen at the Agricultural Improvement Stations throughout the Island.
2. Extension is one branch of the Farmers' Association which includes Livestock Insurance, Credit, and Economics. Seventy percent of the profit from these three sections go to help finance Extension. Ninety-five percent of all farmers belong to the Farmers' Association.
3. A survey by Dr. Lionberger from the Univ. of Missouri revealed that Extension workers were ranked as the best source of agricultural information.
4. Saw a rather unique and effective sliding demonstration board at the Taichung District Agricultural Improvement Satation.
5. At the provincial level, the public relations division ranks on an equal plane with the other two divisions: news and audio-visual.
6. Extensive use of mobile units to reach remote villages.
7. Saw good documentary film describing their total agriculture.
8. Considerably more emphasis on leaflets and pamphlets than on bulletins for general distribution.
9. Rather extensive tape library contracting with local radio stations. Format of new tapes is governed very strictly by an elaborate record keeping system of questions sent in by farmers.
10. Toured the African Training Center at Tainan and learned of their ten million dollar annual input including 15 technical teams now working in Africa.

Philippines:

1. Had an opportunity to visit a very usable and practical Center for Continuing Education located at the College of Agriculture in Los Banos.
2. Brief exposure to the "Social Laboratory" concept from its originator, Dean Chang, formerly Dean of the College of Agriculture at Nanking University and presently a visiting prof. at Los Banos. A short time later, I saw evidence of his attempt to introduce the idea in Thailand.

(Philippines continued)

3. Service aspect of the Dept. of Communication at Los Banos has been split from the academic.
4. Progress is being made in developing a closer liasion between the Dept. of Communication and subject matter depts. of the College of Agriculture. Should staff and time limitations prohibit instituting the "Departmental Editor" concept, they will attempt to train a subject matter person to assume this role in each department.
5. Some support for the idea that advanced training for Extension workers should center more on practical overseas experience rather than on formalized degree work.
6. A 6-weeks field practice program is an important part of their undergraduate training for Extension majors. My visit with the village leader in charge of this field exercise afforded a valuable insight into a very practical and fundamental extension philosophy.
7. Strong support for the concept that extension work for the farmer, the homemaker, and youth should be treated as a single entity.
8. Mass media has its place, but nothing will ever replace the face-to-face contact.
9. Gained an insight into the potential value of an Institute of Mass Communication as evidenced by the one located at the Diliman Campus of the University of the Philippines.
10. The six month "train the trainer" program sponsored by the International Rice Research Institute reinforced the importance of a balance between the theoretical and the practical together with the value of an actual teaching assignment as the final measure of its success or failure. Another interesting aspect was the fact that the evaluation session on this program is handled completely by an outsider who, in no way, had been involved with the program.

Nepal:

1. Great emphasis on the simple, single concept pamphlet.
2. The main thrust in all training work is in the area of "changing attitudes."
3. Skits and personal interviews make up the bulk of their radio programs.
4. Perhaps the most significant comment during my visit here came from a former New York State county agent who has spent over 25 years in Extension, much of it in foreign service. His comment was, "Perhaps my greatest single contribution has been that of being a good listener."

India:

1. Strong support for the idea that, in Extension, nothing takes the place of direct face to face contact. The spoken word is considered the #1 art of communication.
2. Had an opportunity to review a two week subject matter and communication workshop sponsored by the Fertility Association of India for middle to upper management personnel. Their "train the trainer" approach emphasized, above everything else, leadership as the most important quality of an effective trainer.
3. The "Discussion Group" ranks as one of their most important Extension tools.
4. CARE is conducting research comparing the positive vs. the negative approach in their nutrition program. Another project is centered around the story book and video tape approach in teaching children the principles of good nutrition.
5. Had an opportunity to review a number of communication theses done by students at the Agricultural Research Institute at Pusa. Of particular interest was one done on the subject of job satisfaction among Extension workers. The conclusions revealed that recognition, affiliation and altruism ranked as the three most important factors.

OFF-CAMPUS PERSONS INTERVIEWED DURING SABBATICAL LEAVE

October 17, 1971 - March 6, 1972

MICHIGAN STATE UNIVERSITY

Mason Miller, Director, Institute for Extension Personnel Development
Jake Wamhoff, Assistant to Director of Extension and Research
Howard Miller, In charge of EMIS program
Bruce Miles, Associate Director of Instructional Media Center
Arden Peterson, Program Leader in 4-H
Fred Peabody, Extension Personnel Director
Richard Bell, Program Director for Agriculture
Hamish Russell, Australian working on Ph.D.

UNIVERSITY OF MINNESOTA

Harold Swanson, Program Leader, Extension Information and Educational Aids
Gerald McKay, Extension Visual Education Specialist
Warren Gore, Professor in Dept. of Rhetoric
Ralph Nichols, Head, Dept. of Rhetoric
Vernon Keel, Extension Information Research Specialist
Wesley Grabow, Director, Instructional Research Center
Harland Routhe, Associate Director, Extension Programs
Eldon Fredericks, Bulletin Editor
John Sperbeck, Extension Information Specialist (Press)
Norman Engle, Extension TV Coordinator

IOWA STATE UNIVERSITY

K. Robert Kern, Extension Editor
Lee Thompson, Dept. Editor (Animal Science)
Marjorie Groves, Dept. Editor (ENEP)
John Wallize, Dept. Editor (CRD)
Candy Hurley, Dept. Editor (Home Economics)
Donald Wichart, Dept. Editor (4-H)
Dale Williams, Radio and Television

UNIVERSITY OF NEBRASKA

Ralston Graham, Extension Editor
Bart Stewart, Photography
Virginia Book, Coordinator of Technical Writing Course
Dan Lutz, Head of Press Service
DeLoris Clouse, Visual Aids
Janet Poley, Radio and TV
Jay (Phil) Holman, Publications Editor
John Adams, Director of Extension

COLORADO STATE UNIVERSITY

Jim Bennett, Director, University Communications
Robert Rees, Acting Director of Public Communication
Louie Stephenson, Public Relations and Visual Aids
Lowell Watts, Director of Extension

UNIVERSITY OF CALIFORNIA (BERKELEY)

Howard Dail, Extension Communication Specialist
Ralph Smith, Program Leader, Communication
Wilson Schooley, Public Relations
Connie Burgess, Consumer Affairs Specialist
Mel Gagnon, News Editor (Davis)
Dee Alderman, Public Service Specialist (Horticulture)

HAWAII

East West Center:

R. Lyle Webster, Director, Communication Institute
Nicolaas Luykz, Director, Food Institute
Larry Zuidema, Food Institute
Hideya Kumata, On leave from Michigan State Univ.
Robert Worrall, Research Associate
Donald Green, Food Institute

Cooperative Extension:

Doris Wetters, Assistant Director
Dale Goodell, Associate Director
George Nakasato, Assistant Director
Kay Krakhauer, Publications Editor
James Shigeta, State Director of 4-H
Betty Shimabukuro, Associate Director of 4-H
Doris Smith, Head of ENEP program
Bunny Alexander, ENEP Visual Aids Specialist
James Holderness, Experiment Station Editor
Anita Povich, Information Specialist (PR)
Jean Gutierres, Training and Development Leader
Allen Miyahara, Extension Veterinarian
Phyllis McOmber, Clothing Specialist
Shirley Weeks, Human Development Specialist
Blaine Bradshaw, CRD Specialist

Dept. of Speech Communication:

Richard Ryder, Department Head
Huber Ellingsworth, Chairman of Graduate Program
Florangel Rosario, Joint appointment with East-West Center
Kazuo Nishiyama, Assistant Professor

University:

Stuart Brown, Vice President for Academic Affairs
Minoru Shinoda, Professor in History Department
Paul Snipes, Director, Instructional Resource Center
Edward Miner, Graphics Specialist, Instr. Resource Center

NEW ZEALAND

W.R. Dale, Chief Advisory Officer, Extension
Geoffrey Moss, Superintendent of Agricultural Information
James Sterling, Press Editor
Peter Thompson, Poultry Advisory Officer
Evan Wright, Supervising Chemist, Dairy Division
James Dakin, Head, Dept. of University Extension
Keith Bennett, Senior Lecturer, Dept. of University Extension
John Hercus, Deputy Director, Extension
Bud Anderson, Agricultural Attache
Iain Forbes, Assistant Director (Horticulture)
Royce Elliott, Chief Veterinary Advisory Officer
Malcolm Cameron, Director of Advisory Services

AUSTRALIA

Melbourne:

Colin Webb, Information Officer
Brian Wardle, Head of Press Service
Ian Norman, Principal Regional Officer
Don Williams, Commonwealth Science & Industry Research Organization
Stuart Margetts, Regional Officer, Ballaret

Canberra:

Alan Rowe, Reg Farquhar's Staff
Paul Allan, Reg Farquhar's Staff

Sydney:

Jock Potter, Research and Evaluation
Fred Sugden, Communication Liason Officer
Ben Ament, Chief, Division of Extension Services
Walter Turner, Publications Editor
Peter Swan, Audio Visual Specialist
Colin Fuller, Audio Visual Specialist
Richard Spencer, Principal Agronomy Extension

 (R.D. Martin - sabbatic)

JAPAN

Kazuo Muto, National Institute of Agricultural Science
Haruo Yano, Director, Extension and Education Division
Juichi Sato, Research Coordinating Officer
K. Takeda, National Supervisor of Extension
Masashi Kambe, Director, Kanagawa Prefectural Horticulture Station
Ryoji Abe, Dept. of Agr. Economics, Kyoto University
Takeshi Motooka, Director, Center for Southeast Asian Studies, Kyoto University
Taiji Kikuchi, Dept. of Agr. Economics, Kyoto University

TAIWAN

T.H. Shen, Chairman, Joint Commission on Rural Reconstruction
Charlie H.Y. Lu, College of Agriculture, National Taiwan University
H.W. Teng, Specialist, Farmer's Service Division
W.T. Huang, Head, Farmer's Service Division
C.W. Chen, Senior Specialist in Agr. Extension
T.J. Chang, Senior Specialist (Management), Farmers Association
Mrs. Anna Li, Home Economics Specialist
S.T. Lin, 4-H Club Specialist, Farmer's Service Division
Ned N. Liang, Editor in Chief, "Harvest Magazine"
T.T. Wang, Director, Taichung Dist. Agr. Improvement Station
M. Mah, Director, Provincial Dept. of Agr. & Forestry Information Service
T. Lee, Director, Tainan Dist. Agr. Improvement Station
W.K. Cheng, Rural Youth Guidance Section, Provincial Farmers Assoc.
T.L. Chyau, Rural Youth Guidance Section, Provincial Farmers Assoc.

PHILIPPINES

Dean Chang, Visiting Professor (formerly Dean of College of Agr. at Nanking University)
F.T. Orillo, Dean, College of Agriculture
F.A. Bernardo, Director of Graduate Studies
D.M. Lantican, Officer in Charge, College of Agriculture
Tido Condado, Acting Director, Extension Education
Dolly Sison, Professor of Extension Education
Severino Santos, Head, Dept. of Extension Education
Tom Flores, Head, Dept. of Agr. Communication
Steve Breth, Information Officer, Int. Rice Research Institute
Vernon (Gene) Ross, Director of Training, Rice Research Institute
Mrs. Costillo, Sociologist in Dept. of Agr. Education
Perla Umale, Director, Center for Continuing Education and Supervisor of Extension Trainees Field Program
Juan Jamias, Dept. of Agr. Communication
Mrs. Gomez, Dept. of Agr. Communication
Ignacius Pagasbaran, Dept. of Agr. Communication
M. Alvarez, Director of Information, Agr. Productivity Comm.
David Concega, Assoc. Director of Information, Agr. Productivity Comm.

Gloria Feliciano, Dean, Institute of Mass Communication (Dileman)
Alfredo Vivas, Field Supervisor, Extension Practice Program
Ray Borton, Agricultural Development Council
Nora Quabrel, Dept. of Agr. Communication
Edwin B. Oyer, Project Leader, UPCO Project
L.B. Darrah, UPCO Project
Reeshon Feuer, UPCO Project

THAILAND

Mr. Pawn, Director of Extension, Kassetsart University

NEPAL

Frank Colling, Extension Advisor, U.S.A.I.D.
Ray Fort, Chief, Food and Agr. Division, U.S.A.I.D.
John Boyd, Irrigation Advisor, U.S.A.I.D.
Don Pfolzer, Marketing Advisor, U.S.A.I.D.
Kiran Mani Dikshit, Chief Agr. Information Officer
Akrur Rana, Deputy Director, Agricultural Extension

INDIA

Howard Ray, Deputy Prog. Advisor, Ford Foundation
Tyler Quackenbush, Engineer with Ford Foundation
Delbert Rucker, Fertilizer Assoc. of India
M.N. Chaudhuri, Joint Commissioner, Ministry of Agriculture
N. Perumal, Joint Director, Directorate of Extension
G.S. Baweja, Joint Director, Directorate of Extension
Irwin Isenberg, Assistant Resident Representative, United Nations Development Program
F.M. Ragheb, Project Chief Advisor, Farmers Training & Functional Literacy
Ken Nelson, UNICEF Advisor
John Balcomb, UNICEF Advisor
K.N. Singh, Head, Agr. Extension Division, Pusa Institute

IRAN

Bahram Mehrad, Agr. Development Fund of Iran

GREECE

Evan Syrigos, Former student at Cornell

 (R.D. Martin - sabbatic)

TURKEY

Erdal Panayirci, Prof. of Electrical Engineering (Telecommunication)
Mehmet Celebiler, Comsat Labs., Washington, D.C.
Ahmet Celebiler, Graduate student, University of Denver

SPAIN

Eladio Aranda Heredia, Dean, College of Agriculture
Luis Manuel de Villena, Sub-Director, College of Agriculture
Mrs. Jesus Gozalo, English teacher, College of Agriculture
Estanislao Torres Dominguez, Graduate student developing visual aids program
Sr. Besnier, Extension Training Officer

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